

AUDIENCE — EXECUTIVE BRIEFING

Audience and Search Briefing

What readers are looking for, and how to structure it

DOCUMENT	PREPARED	OWNER	PAGES	STATUS
ASB-28-013	February 2028	Digital Editorial	6	Illustrative sample

The read

The reporting is good and the structure loses it. Readers arrive on definitional and comparative questions; our pieces answer them in the fourth paragraph under a headline that does not contain the question. Against a hundred aggregators, that is a structure loss rather than a quality one.

71% Of arrivals from question-shaped queries	94 Median paragraph where the answer appears	0 Headlines containing the question	18 Pieces reviewed
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STRONG

- 01 The reporting itself.
- 02 Sourcing and attribution.
- 03 The writing.

WEAK

- 01 Headlines that do not contain the question.
- 02 Answers buried below the fold.
- 03 No structure a search engine can read.



Taken live, and never twice.

THE SHOW · MCLEUKER HOUSE SET

SO WHAT

Against a hundred aggregators a piece loses on structure, not on quality. Ours is the better piece and the harder one to find.

What readers ask

ARRIVALS BY QUERY SHAPE

Share of organic arrivals.



TOP QUERY SHAPES AGAINST OUR STRUCTURE

SHAPE	SHAREANSWER POSITION	HEADLINE MATCH
What is X	34% ¶4	NO
X vs Y	22% ¶6	NO
How to X	15% ¶3	NO
Brand name	16% ¶1	YES



Filed while the room is still emptying.

THE FILE · MCLEUKER HOUSE SET

SO WHAT

The only query shape we serve well is the one where readers already know our name. Everything else arrives and leaves.



The show is forty minutes. It matters for the eight weeks after, when the same three silhouettes turn up in four unrelated line sheets.

MCLEUKER HOUSE SET

The fix

WHAT CHANGES

Headline	Contains the question, in the words readers use
First paragraph	Answers it, then the piece earns the rest
Comparative pieces	A table near the top, not a conclusion at the bottom
What does not change	The reporting, the sourcing, the writing
Not assessed	Whether this affects the print edition — separate question

SEQUENCE

NOW	Apply to new pieces Costs nothing on a piece not yet written.
+1 MO	Restructure the top twenty by traffic Highest return, finite work.
+3 MO	Re-read arrivals and depth Whether structure alone moved it.

SO WHAT	None of this changes the journalism. It changes where the answer sits, which is the only thing the reader who left was looking for.
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Decisions

DECISIONS ARISING FROM THIS BRIEFING

DECISION	OWNER	BY	IF IT IS NOT TAKEN
Apply question-shaped headlines to new pieces	Digital Editor	28 Feb	The structure loss continues on every new piece
Restructure the top twenty pieces by traffic	Digital Editor	31 Mar	Existing work stays hard to find
Keep reporting and sourcing unchanged	Editor	28 Feb	A structure fix is read as a quality compromise
Re-read arrivals in three months	Head of Audience	31 May	The change is not evidenced

SOURCES AND BASIS

Query shapes and arrivals — our own analytics, trailing six months.
Answer position — manual review of eighteen pieces.
Headline match — assessed against the top queries for each piece.

ILLUSTRATIVE SAMPLE

This document is a rendered SAMPLE of the Audience and Search Briefing template, produced to show its structure, exhibit inventory and register. The figures in it are illustrative and are not market intelligence. A real run of this template researches and cites its figures with an as-of year for each, or marks them as modelled and states the basis — the rule the template itself carries.